

Message Text

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11

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 CIAE-00 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 /050 W

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R 100636Z SEP 76

FM AMEMBASSY BUCHAREST

TO AMEMBASSY BELGRADE

AMEMBASSY BERLIN

AMEMBASSY BUDAPEST

AMEMBASSY MOSCOW

AMEMBASSY PRAGUE

AMEMBASSY SOFIA

AMEMBASSY WARSAW

AMCONSUL KRAKOW

AMCONSUL POZNAN

AMCONSUL ZAGREB

INFO SECSTATE WASHDC 9554

AMEMBASSY VIENNA

USDOC WASHDC

UNCLAS BUCHAREST 5282

FOR COMMERCIAL ATTACHES

E.O. 11652: N/A

TAGS? EXP, XH

SUBJ: AMERO 77: EXPOSITION OF AMERICAN INDUSTRIAL EQUIPMENT AND
TECHNOLOGY, BUCHAREST, APRIL 25-30, 1977

1. AMERO 77 IS TO BE A MAJOR EXPOSITION OF AMERICAN INDUSTRIAL
EQUIPMENT AND TECHNOLOGY EMBRACING SEVEN MAJOR TECHNOLOGICAL AREAS:
CHEMICAL/PLASTICS; CONSTRUCTION AND ROAD BUILDING MACHINERY; ELECTRI-
CAL EQUIPMENT; FOUNDRY EQUIPMENT; MACHINE TOOLS AND FORGE EQUIPMENT;
METALS AND MINING MACHINERY. AMERO IS PRIVATELY SPONSORED BY M.C.
DWYER INT'L, LTD, UNITED EXPOSITION SERVICE CO, AND PRM CORP. IT
WILL TAKE PLACE APRIL 25-30, 1977, IN BUCHAREST. M.C. DWYER
IS MANAGEMENT FIRM FOR AMERO; UNITED EXPOSITION SERVICE WILL
PROVIDE EXHIBITOR SERVICES; PRM PROVIDING PROMOTIONAL SERVICES

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FOR AMERO.

2. WHILE IT STILL TOO EARLY TO PROVIDE DETAILED LISTING OF WHAT AMERO WILL BE SHOWING, AIR ORGANIZERS HAVE STATED THAT FOLLOWING U.S. FIRMS WILL BE PARTICIPATING: CINCINNATI MILACRON CO; DYNAMIC AIR INC; ELECTRA CORP, C&D BATTERIES DIV; EX-CELL-O CORP; FENWAY MACHINE; FIAT-ALLIS; HERMAN CORP; HIND INT'L; J.I. CASE INT'L; LECO INSTRUMENTS; NORTON INT'L; RIDGE TOOL INT'L; SHALCO SYSTEMS; TAPMATIC CORP; UOP INC; WABCO.

3. USDOC'S PREVIOUSLY STATED GUIDANCE TO US ON POST PROMOTIONAL EFFORTS WAS AS FOLLOWS: "POSTS ARE URGED TO LEND PRIVATELY SPONSORED EXHIBITS AS...AMERO ALL THE SUPPORT THEY WOULD ORDINARILY GIVE TO OVERSEAS EFFORTS TO EXPAND US INTERNATIONAL TRADE. SIMULTANEOUSLY, HOWEVER, POSTS SHOULD ENSURE THAT THESE EXHIBITS ARE UNDERSTOOD TO BE PRIVATELY SPONSORED RATHER THAN USG-SPONSORED EVENTS.

4. ACTION REQUESTED: PLEASE INFORM US OF YOU INTEREST IN PROMOTING AMERO, INCLUDING, IF YOU CAN, ESTIMATE ON BASIS OF BRIEF INFO WE HAVE PROVIDED, QUANTITY OF PROMOTIONAL MATERIAL YOU COULD USE. FOR INTERESTED POSTS, WE WILL ASK AMERO ORGANIZERS TO PROVIDE YOU DIRECTLY WITH FURTHER INFO.
VIETS

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